

## **2003-2005 CEEIN ACCOMPLISHMENTS**

### **Introduction**

Formed in 1993, the California Environmental Education Interagency Network (CEEIN) is a consortium of government departments and agencies committed to develop, enhance, and promote environmental education efforts throughout California. Network members collaborate, provide leadership and share member resources, programs and products on state environmental education.

CEEIN members meet monthly to discuss and share information about national and statewide environmental education efforts. These meetings allow the members to network and exchange information that maximizes possibilities for information dissemination and minimizes redundancy.

Over the last two years, the group underwent a major administrative overhaul that created new opportunities for members to join together in supporting Environmental Education efforts. Major strides were made in reaching out to underserved schools and bilingual educators and in supporting a new environmental education initiative that will help ensure that environmental science remains an integral part of classroom instruction. The group also continued to provide valuable support for Jiminy Cricket's Environmentality Challenge sponsored by The Walt Disney Company. The program has introduced tens of thousands of fifth-grade students statewide to the importance of science-based investigation and service learning. New partnerships are being considered with organizations promoting Environmental Education both nationally and internationally.

Individually, participating CEEIN member organizations have reached out to millions of school children and adults through participation in cleanup events, fairs, festivals, school visits and other outreach events, activities and education campaigns. On the following pages are descriptions of CEEIN committee and member accomplishments covering fiscal years 2003-04 and 2004-05 (July 1, 2003 to June 30, 2005).

## **CEEIN Committee Accomplishments**

### **Administration & Organization**

In the spring of 2004 CEEIN refocused its efforts to serve California's environmental education needs by revising its mission, vision, and goals and objectives. The Administration & Organization Committee took the lead in this effort by reviewing and updating the CEEIN Procedural Handbook. As a result of this administrative restructuring, members were able to maximize their abilities to partner on important Environmental Education mandates and projects outlined throughout this document.

The group's new Memorandum of Understanding was revised and on July 21, 2004 it was reestablished in a signing ceremony between Jack O'Connell, State Superintendent of Public Instruction; Terry Tamminen, then Secretary of the California Environmental Protection Agency; Mike Chrisman, Secretary of the Resources Agency; and A.G. Kawamura, Secretary of Food and Agriculture.

New committees were formed to carry out the goals & objectives outlined in the MOU. A written description of each committee's duties was adopted and included in the Procedures Manual. These committees include Administration & Organization, Communications & Outreach, Leadership & Legislation, Public-Private Partnerships and Diversity

### **Communication & Outreach**

The main accomplishment of the Communications and Outreach Committee during the 2003-04 and 2004-05 fiscal years was to:

- Update, revise, and reproduce the CEEIN brochure.
- Identify and coordinate CEEIN's outreach activities by producing a Monthly Event Calendar for CEEIN members, and hosting the CEEIN Exhibit at selected education conferences.
- Enhance communication and facilitate agency cooperation to maximize efficiency and minimize redundancy in the development of environmental education programs and materials.
- Periodically hold committee meetings to assess past, report current, and plan future environmental education activities, and update CEEIN members as needed.

## **JCEC Committee/Public-Private Partnerships Committees**

CEEIN continued its productive partnership with the Walt Disney Company and Jiminy Cricket Environmental Challenge (JCEC) in 2005. CEEIN members assisted with marketing and outreach activities, provided support to teachers with educational materials on specific environmental issues, judged project entries, participated in the Grand Prize event at the Disney Resort in April 2005 for El Verano School (Sonoma), and made awards presentations to regional award winners throughout the state. The committee also oversaw two complete website redesigns during the two fiscal years.

Additional ongoing activities in support of JCEC will focus on expanded outreach activities. This includes development of JCEC informational resources for teachers that can be distributed by CEEIN members on a year-round basis, direct support to participating teachers through follow-up contacts by CEEIN members, ensuring all CEEIN department/agency websites provide links to JCEC website, and continuing efforts to maintain a strong working partnership and enhance communication between CEEIN members and the JCEC Executive Committee.

## **Leadership & Legislation Committee**

Accomplishments FY 03/04 and FY 04/05

The Leadership & Legislation Committee of CEEIN coordinates the activities that involve environmental education-related legislation and, together with CEEIN, provides leadership in this critical area.

Accomplishments include:

- Created an “environmental education” bill tracking system and provided legislative updates to CEEIN members on a monthly basis.
- Tracked and reported developments regarding the *Education and the Environment Initiative* (Pavley, Chapter 665, Statutes of 2003) and associated law, AB 1721 (Pavley, Chapter 581, Statutes of 2005).
- Tracked federal environmental education legislation and provided updates to CEEIN members, as appropriate.
- Shared information, including but not limited to, the *Education and the Environment Initiative* with external organizations, including the Golden State Environmental Education Consortium.

## **Diversity Committee Report – for Accomplishments 2005**

CEEIN members have had a longstanding interest in expanding the involvement in environmental education of California's diverse student population especially those who are learning English and living in communities with "environmental justice" issues. Through the sharing of information of programs and projects, CEEIN members inspired each other to seek opportunities that provide both information and educational opportunities for California's diverse student population.

Many CEEIN members also joined with the Golden State Environmental Education Consortium and the California Regional Environmental Education Community to provide a multi-agency information exhibit that reached thousands of teachers attending the California Association for Bilingual Education's annual conference in 2003, 2004 and 2005. These meetings allowed CEEIN members to meet face to face with teachers helping children learning English and new to the state to become aware of the many types of educational materials, programs and facilities that promote a safe and healthy environment.

In 2004, the Diversity Committee formed in order to provide leadership and coordination in activities that involve environmental education-related concerns, multicultural and environmental justice issues.

## **Individual CEEIN Department Accomplishments**

### **California Integrated Waste Management Board**

**Border education project**—Under the MOU between California and Mexico to formally recognize environmental issues at/near the border, a cross-media, integrated resource conservation curriculum was developed and is being prepared for distribution to elementary school teachers in Baja, California and the surrounding region

**“School DEEL” [School diversion and environmental education law]**—implementing the mandates of SB 373 through pilot integrated education programs at 20 school districts throughout the state. Programs are designed to focus on multiple environmental themes to integrate classroom lessons with on-campus projects. The “School DEEL” progress report will go before the Board and the Legislature in Fall 2005.

**The Education & The Environment Initiative [EEI]— (AB 1548; Pavley, Chapter 665, Statutes of 2003 and AB 1721; Pavley, Chapter 581, Statutes of 2005) –** Directs the development of Environmental Principles and Concepts (EP&C) which are aligned with California’s academic content standards – and the creation of an EP&C-based model curriculum encompassing core disciplines of science, history/social science, English/language arts, and mathematics for K-12 grade students in state public schools. Co-managed by the CIWMB and California Environmental Protection Agency, the EEI will bring standards-based environmental learning, approved by the State Board of Education, into California’s classrooms.

## California Coastal Commission EE Accomplishments in Brief

### 03/04

- Coastal Cleanup Day: 47,817 volunteers picked up more than 690,000 pounds of debris
- Ocean Day Kids Cleanup: Approx. 6,300 kids cleaned six coastal sites
- Whale Tail Grants: Awarded 24 competitive grants totaling \$389,500
- Coastal Art & Poetry Contest: 1,726 entries from K-12 students were submitted
- Published *Waves, Wetlands, and Watersheds*, a science activity guide for teachers. Approx. 4,500 hard copies distributed to teachers, and 16 educator workshops held
- Launched an online Coastal Stewardship Pledge to encourage individuals to take specific action to care for our coast and ocean.

### 04/05

- Coastal Cleanup Day: 50,753 volunteers removed more than 912,000 pounds of debris
- Ocean Day Kids Cleanup: Approx. 8,000 kids cleaned seven coastal sites
- Whale Tail Grants: Awarded 29 competitive grants totaling \$482,500
- Coastal Art & Poetry Contest: 2,554 entries from K-12 students throughout California were submitted
- *Waves, Wetlands, and Watersheds*: Approx. 1000 hard copies distributed to teachers, eight educator workshops were held.
- Our Upper Newport Bay Community-Based Restoration and Education Project published a high school activity guide, *Our Wetlands, Our World*.

Between 03 and 05, the Coastal Commission also reached countless students and other members of the public by taking part in numerous conferences and fairs including: California Science Teachers Association annual conference, California Association for Bilingual Education annual conference, the Bay Area Environmental Education and Resource Fair, the California State Scientists Day, the Berkeley Bay Festival, the Farallones National Marine Sanctuary Ocean Fest, the Aquarium of the Pacific Earth Day Festival, and many more.

## **California Department of Forestry and Fire Protection**

**04/05**

- As the state sponsor for the Project Learning Tree program, coordinated and provided materials for 250 environmental education professional development workshops reaching more than 4000 educators;
- Partnered with the Society of American Foresters, the United States Forest Service and many others to host 180 California classroom educators at six sessions of the "Forestry Institute for Teachers" - a six-day academy with a focus on California's forest ecology and forestry issues;
- With funding provided by the Bureau of Land Management, hosted Project Learning Tree - fire ecology and education workshops for 300 California educators.
- Sponsored the annual Arbor Day poster contest in partnership with the National Arbor Day Foundation reaching more than 5000 fifth-graders;
- Provided many fire safety education programs in classrooms, local events and at the California State Fair's "Camp Smokey".

## **California Air Resources Board Major EE Accomplishments**

### **03/04**

- Conducted an ARB Staff Workshop – 40 adults
- Staffed interactive booth in three science/environmental careers events – 590 children and 60 adults
- Coordinated two presentations with ARB staff – 160 children and 20 adults

### **04/05**

- Conducted two educator workshops – 42 teachers
- Gave presentations at three educator workshops – 24 teachers
- Conducted three lessons – 85 children
- Gave four environmental careers presentations – 165 children and 30 junior college students
- Staffed interactive booth in two science/environmental careers events – 400 children and 25 adults

## **Department of Conservation**

- Recycle Rex Assemblies, 03/04: Number of Schools: 29/30; Audience reached: 8,700/9,000
- Recycle Rex Assemblies, 04/05: Number of Schools: 16/26; Audience reached: 4,800/7,800
- DOR Events, 03: Number of: 73; Audience reached: 2,618,290 DOR Events, 04: Number of: 37; Audience reached: 1,180,944 DOR Events, 05 (to date): Number of: 38; Audience reached: 1,137,346
- Recycle Rex Newsletter, 03/04: approx. 2,800 subscribers Recycle Rex Newsletter, 04/05: approx. 2,500 subscribers

Note: The Recycool Club Newsletter has a constantly fluctuating number of members coming into the Club and graduating from the Club throughout the year. However, immediately following Earth Day 2005 more than 8,500 members were identified. That was the greatest number the Club had ever seen at any one time.



## California Department of Fish and Game Major EE Accomplishments

### 03/04

- The Office of Natural Resource Education expanded the DFG Education website and the education on-line newsletter [www.dfg.ca.gov/coned](http://www.dfg.ca.gov/coned)
- DFG Education Summit brought educators and resource managers together to explore future educational directions and policies for the department.
- The Department of Fish and Game with the use of Sports Fish Restoration funds continues Project WILD with the Aquatic WILD program.

### 04/05

- As the state sponsor for the Project WILD Aquatic program, coordinated and provided materials for professional development workshops reaching more than 2000 educators. CA. Project WILD Aquatic Early Childhood Education supplement was developed and printed and available for educators working with preK-2<sup>nd</sup> grade students or students with English as a second language.
- "Fishing-in-the-City" program continues in the three largest metropolitan areas of the state. The program is developed through partnership with service organizations, fishing groups and educational institutions.
- Regional salmon/trout-in-the-classroom program began the process of statewide unification for this program with curriculum development under the title Classroom Aquarium Education Project (CAEP). The program provides educator workshops and equipment for hatching fish eggs and coordinated activities.
- Regional education programs at sites like Nimbus Hatchery, Elkhorn Slough, Upper Newport Bay and Yolo Bypass continued to provide both teacher and class opportunities as well as outreach education for the general public.
- The American River Salmon Festival Schools Committee developed educator guide for Salmon Education. The guide is available for educators statewide. The Salmon Festival Schools Committee sponsors an educator workshop, student art contest and an education field trip experience with participation by more than 800 Sacramento area students.

## **California Department of Education, Environmental Education Program**

### **Jiminy Cricket Environmental Challenge**

- Hosted and coordinated the Environmental portfolio evaluations
- Assisted with the JCEC Grand Prize ceremonies at Disneyland and California Adventure
- Coordinated attendance and wrote talking points of the State Superintendent of Public Instruction at the JCEC Grand Prize Ceremonies
- Assisted with school-site JCEC presentations to semi-finalists and finalists

### **Outdoor Education**

- Coordinated work from AB1330 (Simitan) to support an outdoor education study on the effects of an outdoor school experience on students' content knowledge and attitudes and behaviors toward the environment
- Negotiated and executed a contract with Sierra Club to implement AB 1330
- Hired American Institutes of Research (AIR), a research firm, to conduct the study
- Collaborated with AIR on research tools, reviewed the research paper, and submitted it to the legislature

### **California Regional Environmental Education Community (CREEC) Network**

- Statewide oversight of CREEC Network in 13 regional offices funded by the Environmental Education Grant Program
- Hosted three professional development conferences
- Maintained and expanded the CREEC website
- Maintained and expanded the CREEC on-line searchable Resource Directory
- Outreach to thousands of educators on environmental education resources

### **School Energy Efficiency (SEE) Program**

- Negotiated a two-year contract with the CA Integrated Waste Management Board (CIWMB) to utilize the CREEC Network to implement the educator outreach and support for SEE.
- Worked with numerous state, and local partners to assist 55 school districts participating in the SEE Program in five CREEC Network regions serving 11 central valley counties
- Provided 55 districts with energy education curricula, reading materials, and manipulatives through professional development to hundreds of educators in the central valley

### **Environmental Education Compendium (EEC)**

- Partnered with the State and Consumer Service Agency (SCSA) to develop a new EEC on "Energy Resources and the Atmosphere". The Acorn Group under contract gathered from over 100 K-12 curricula throughout the USA for evaluation.
- WestEd developed an on-line evaluation tool with support from CIWMB. An advisory Committee developed a new set of nine core concepts. Project needs additional funding.

## California State Parks

- Working with the California Institute for Biodiversity and the California State Parks Foundation, *Coast Alive!* was launched at southern California's beaches and parks from San Diego to Santa Barbara. This is the pilot phase of *The Eureka! Series*, designed to use State Parks to help improve science literacy and promote environmental stewardship for students in grades 5-10. Region-specific standards-based curriculum and in-park teacher workshops will increase the number of school groups who use local parks as living classrooms.
- The Parks Online Resources for Teachers and Students program, known as PORTS, continued to expand, forging new relationships with schools and parks. PORTS uses California's K-12 High-Speed Network to deliver units of study to classrooms around the state.
- The Junior Ranger Program, which serves 7-12 year- old children, was completely renovated. This nearly 40-year old program annually reaches about 35,000 young park visitors. New materials were created including Spanish-language versions.

## California Department of Toxic Substances Control

- Provided funding and support for the Jiminy Cricket Environmental Challenge
- Available on the Web site is the "No Waste Anthology," a 328-page teacher's guide that contains a host of environmental education lessons and activities that were selected from education programs throughout the country, for first through twelfth grades.
- Produced a set of coloring and activity books, bookmarks, stickers, posters and notepads for children to introduce pollution prevention and environmental concepts. These products are available in English and Spanish.
- Developed colorful, eye-catching, stickers and posters urging people to recycle fluorescent lamps and batteries or to take them to hazardous waste facilities rather than tossing them in the trash. Requests received from individuals, business, other government entities, service organizations, and community organizations these materials are available on the internet at <http://www.dtsc.ca.gov/LawsRegulationsPolicies/UWR/index.html>.
- Northern California Girl Scouts built its entire regional project, encompassing all regional troops, around battery recycling using DTSC stickers and flyers and other educational materials.
- Revised the Residential Environmental Hazards guide in collaboration with the California Environmental Protection Agency, and the Departments of Health Services, Real Estate, and Air Resources Board. California law requires realtors and landlords to distribute the guide to prospective homebuyers or renters.
- Participated in State Scientist Day at the capitol with three exhibits on May 25, 2005.
- Participated in Environmental Fair at California State University San Bernardino. April 23, 2005, more than 2,000 families and individuals attended. The exhibit drew crowds interested in learning how to protect young children from toxic substances that look like candies and drinks.
- Staffed exhibit and distributed educational material on illegal dumping at the Local Enforcement Agencies/California Integrated Waste Management Board Partnership Conference, May 11-13, 2005.
- Staffed an exhibit and distributed education materials at the Eighth Annual Rancho Bernardo Industrial Park's Environmental Fair, April 25, 2005.
- Co-sponsored The Annual Household Hazardous Waste and Used Oil educational conference, April 26-28, 2005.
- Earth Day Participation: April 22, 2005, DTSC and other CalEPA boards, departments and commissions collaborated to produce a multi-media, highly interactive Take Your Child to Work Day. The event that drew 226 family participants; children visited more than 40 booths, participated in hands-on activities, and even tried on hazmat gear. Run Away Stage Productions wrote and performed an original play, Alice in Toxics Land that won rave reviews.

## Department of Water Resources

The School Education Program's goal is to provide students and educators with a statewide perspective on water issues such as conservation, conveyance systems, and the water cycle. Public Affairs Office develops and promotes high quality materials, which are provided, free of charge to schools, educators, and water districts.

### 03-05:

- Took DWR's Children's Exhibits to the Sacramento Zoo's Earth Day observance; the Urban Creeks Council's Creek Week event; the American River Education Center' *Get Wet* event; and the California Indian Days event;
- Provided curriculum materials and children's videos to California teachers and water agencies through the Water Facts and Fun online ordering catalog and promotional events;
- Provide support to the following organization on educational projects/programs:
  - Urban Creeks Council & Creek Week Committee printing water cycle passports and bookmarks and provided poster art
  - California Bay Delta Authority printing Delta Bookmarks;
  - Funding for the California Regional Environmental Education Community (CREEC)
  - Water Awareness Education Subcommittee providing printing of unit on *Water Uses in California* for elementary students;
  - Water Education Committee – host & co-host meetings twice a year;
  - Water Education Foundation & Project WET- participate on Advisory Board & purchase books for teacher workshops;
- Provide funding and support for Jiminy Cricket's Environmental Challenge;
- Provide funding for Delta Studies Institute for teachers, co-sponsored with the San Joaquin County Office of Education.

## **State Water Resource Control Board**

**03/04**

### **Erase the Waste Storm Water Education Campaign**

- Reached 14 million people through first wave of bilingual print, television and radio ads
- Launched bilingual (English/Spanish) campaign Web site, [www.erasethewaste.com](http://www.erasethewaste.com)
- Formed campaign advisory committee to reach underserved audiences.
- Provided education booth at community festivals. Reached more than 50,000 residents
- Produced 15,000 Neighborhood Action Kits in five languages (English, Spanish, Chinese, Korean and Vietnamese) for distribution to LA County residents and organizations
- Partnered with more than 50 retailers, nonprofits and public agencies throughout LA County, including home improvement stores, pet stores and general retailers to conduct outreach to consumers and engage employees as advocates
- Hosted Los Angeles River clean-up event. More than 300 volunteers participated.

### ***Other Water Board Education Activities***

- Hosted an information booth at State Scientist Day. About 300 people reached.
- Hosted a booth at California Indian Days, State Capitol. Reached 250 people.
- Hosted a booth at the State Scientist Day. Over 250 children reached.

**04/05**

### **Erase the Waste Storm Water Education Campaign**

- Launched second wave of bilingual advertising. Reached 19 million people.
- Campaign Poll: 50 percent of LA residents changed at least one polluting behavior
- Hosted South Los Angeles clean up event. More than 200 collected four tons of trash.
- Provided education booth at 15 community fairs and festivals. Reached 200,000
- Water Improvement Network (WIN), comprised of seven organizations, educates 12,000
- Education partnership program encompasses 150 retailers, nonprofits and public agencies, including the American Lung Association, LA Parks Department

### ***Other Water Board Education Activities***

- Provided water quality monitoring training to 1,500 participants of Outdoor Education Camps (including 55 future teachers and 1,000 children of agricultural workers).
- Hosted an information booth at the California Indian Days, State Capitol. Outreach to 200
- Coordinated employee participation at two Creek Week sites in Sacramento.
- Provided water education to more than 300 students at State Scientist Day.
- Provided water education to 150 people at the Take Your Child to Work Day.
- Distributed World Water Monitoring Day information to 1500 Water Board employees.
- Provided water education to 400 people at Cal/EPA building to promote World Water Monitoring Day.

**California Department of Boating and Waterways  
Environmental Education Outreach**

**03/04**

- Reached 70,400 K-12<sup>th</sup> grade students with the “Keep Our Waterways Clean” message through the *AquaSMART* curriculum series.
- Reached 24,000 K-6<sup>th</sup> grade students with the “Keep Our Waterways Clean” message through the *AquaSMART LIVE!* school assemblies.
- 2,320 poster entries in the Safe and Wise Water Ways annual contest.
- Established several new “SS Relief” floating restroom facilities on state waterways.
- Served the public at eight venues with boating information, reaching about 24,000 boaters.
- Distributed 10,000 fueling bibs to boaters to prevent boat fuel from contaminating soil and water.
- Distributed about 63,500 brochures on clean, green boating statewide.

**04/05**

- Reached 49,300 K-12<sup>th</sup> grade students with the “Keep Our Waterways Clean” message through the *AquaSMART* curriculum series.
- Reached 24,000 K-6<sup>th</sup> grade students with the “Keep Our Waterways Clean” message through the *AquaSMART LIVE!* school assemblies.
- 2,833 poster entries in the Safe and Wise Water Ways annual contest.
- Established several new “SS Relief” floating restroom facilities on state waterways.
- Served the public at eight venues with boating information, reaching about 24,000 boaters.
- Distributed 10,000 fueling bibs to boaters to prevent boat fuel from contaminating soil and water.
- Distributed the following brochures statewide:
  - Clean Boating Habits – 25,000
  - Guide to Clean, Green Boating – 12,500
  - The Facts about Marine Pollution Laws – 22,000
  - Boater Alert: Hydrilla – 4,000